



WXYZ

# ORDER

Print Date 11/12/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision      **310786 /**

Original Date / Revision  
09/12/12    09/12/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product  
**CARE for Michigan**

Agency Com    15%

Billing Contact    **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1283**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	6	\$6,460.00	\$7,600.00	0.00	08/27/12	09/30/12	6	\$6,460.00	\$7,600.00
October 2012	4	\$7,905.00	\$9,300.00	0.00	10/01/12	10/01/12	4	\$7,905.00	\$9,300.00
<b>Totals</b>	<b>10</b>	<b>\$14,365.00</b>	<b>\$16,900.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/28/12	09/28/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	----F--	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	----F--	1		\$800.00		0.00					
N 2	WXYZ	09/25/12	09/27/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-1-1---	:30	2	\$1,000.00	P-1	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	-1-1---	2		\$1,000.00		0.00					
N 3	WXYZ	10/01/12	10/01/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M-----	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00



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Contract / Revision     **310786**     Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    09/12/12/    09/12/12

Order Sep    00:20:00

Advertiser    **CARE for Michigan**     Product **CARE for Michigan**

Estimate #    **1283**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/01/12	10/01/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					1	\$1,000.00		0.00			
N 4	WXYZ	09/28/12	09/28/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	----F--					1	\$1,200.00		0.00			
N 5	WXYZ	09/25/12	10/01/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11-1--					3	\$1,800.00		0.00			
N 6	WXYZ	10/01/12	10/01/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					1	\$2,500.00		0.00			
N 7	WXYZ	10/01/12	10/01/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					1	\$4,000.00		0.00			
Totals														10	\$16,900.00